

CERTIFIED WEB SITE BUSINESS

ABSTRACT OF THE DISCLOSURE

A Web site serves as a portal to only certified Web sites where any products or services listed through these Web sites are certified as genuine.

- 5 The Web site (named, for example, certified.com) assures the claims by verifying and obtaining strict guarantees from the client companies whose Web sites are listed in the certified.com Web site. The certification can be restricted to apply only to a portion of a client Web site. The invention solves the problem of lack of knowledge about the trustworthiness of Web sites by
- 10 providing "checking" services that verify the claims made for a Web business. The checking is done via normal audit procedures, as is currently customary, and the keeping of records. The Web site is an Internet version of such assurances as UL listings and Good Housekeeping Seals of Approval so that customers can trust what they get from Web sites; however, the Web site goes
- 15 beyond just putting a seal on a product or service. It clearly marks what claim about each item offered is certified. The client companies that list their business products pay certified.com fees for its certification of their Web site, and guarantee continued compliance with the certification by a contract with appropriate clauses in case of violations. Certified.com also generates revenue
- 20 for advertisements on its Web page and hits made through its Web page search engine.